

REMARKS

Applicants appreciate the consideration of the present application afforded by the Examiner. Claims 1-31 are currently pending. Favorable reconsideration and allowance of the present application are respectfully requested in view of the following remarks.

Claim Rejections - 35 U.S.C. §103(a)

Claims 1-31 stand rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent Publication No. 2004/0153378 A1 to Perkowski (“Perkowski”) in view of U.S. Patent No. 5,724,521 to Dedrick (“Dedrick”). Applicants respectfully traverse the rejection.

The present invention is directed to, *inter alia*, a particular-information displaying system and method wherein image data of a service button or banner advertisement is received from a menu server and displayed on a client computer or user’s communication device. This image data is received in response to particular identification information being sent from the user’s communication device to the menu server. This particular identification information is associated with a particular service, the service button of which is received by the user’s device in response to the particular identification information being sent from the user’s device to the menu server. In other words, the service buttons received from the menu server and displayed on the screen of the client application are determined based on particular information sent from the user.

Importantly, the particular information sent from the user to the menu server is provided to the user by the provider of the particular service. In this manner, the particular identification information allows customization of the service buttons for different client computers, depending upon which service provider has given the particular identification information to a certain user. The service buttons allow a user of the client computer to initiate any one of a plurality of services, customized based on the particular identification information received from at least one service provider, to be carried out.

Furthermore, the service buttons are displayed as part of a client application of the client computer, wherein the client application is an image data viewer application and

wherein the service provider provides at least one service related to image printing or image or sound uploading to be indicated by the user through the use of the service buttons displayed as part of the image viewer, indicating services provided by the service provider associated with the particular identification information.

The current amendment to independent claims 1, 10, and 26 clarifies these features of the present invention.

In contrast, the Perkowski reference is directed to an entirely different system which does not disclose the novel characteristics of the present invention. Perkowski appears to teach an Internet-based electronic commerce enabled shopping system wherein consumer product information pertaining to a particular product can be readily requested by a consumer. This is enabled by embedding an information request tag associated with a certain product in the HTML code. *See Abstract*. Perkowski also teaches means by which manufacturers can register their products with the shopping system such that consumers can access product information linked to UPC numbers of products. *See paragraph [0032]*. In effect, Perkowski describes a centralized Web-based shopping site for products from multiple manufacturers, wherein product information for the products is readily requested by consumers since the manufacturers have registered links to said information attached to the products' UPC codes.

However, Perkowski does not disclose the salient features of independent claim 1, including wherein the particular identification information is provided to the user by a provider of the particular service.

The Examiner indicates paragraphs 32, 33, 41, 54, 60, 68, 81, 106, and 164 of Perkowski as disclosing the use of buttons and menus. *See Office Action, page 3*. However, the buttons taught by Perkowski reside on an Internet website. The buttons are not displayed in a screen of a client application after being received from a menu server in response to particular identification information indicating a particular service transmitted from the user's communication device, wherein the particular identification information is provided to the user by a provider of the particular service.

In the present invention, a predetermined application installed on the client computer provides a screen on the client computer display for displaying the image data

of the service button or banner advertisement. For example, referring to Fig. 3, the client application 22 displays images of service buttons 28, 29, etc., image data of which are received by the client computer from a menu server in response to a transmission of particular identification information from the client computer to the menu server. However, the particular identification information does not originate from the client computer.

According to the features of the present invention, the particular identification information is provided to the user by the provider of the particular service that is associated with the particular identification information. In this manner, the service buttons can be customized for a particular client based on the transmitted particular identification information. For example, the particular identification information can be provided to the user on a floppy disk or a CD-ROM which might be packaged with a camera or other accessory for which particular service can be provided by the service provider associated with the particular identification information. When the user operates the client application (e.g., image viewer) on his/her computer, the particular identification information is sent to the first server and image data regarding service buttons or banner advertisements are transmitted to the user's computer and are used by the client application to display service buttons or banner advertisements as part of the client application, respectively. These buttons or banner ads, since they correspond to the particular identification information, are customized for the user that has received the particular identification information from the service provider.

The e-commerce system of Perkowski in no way discloses this feature of the present invention. Nowhere does Perkowski disclose transmitting particular identification information associated with a particular service from a user's computer to a first server, wherein the particular identification information is provided to the user by a provider of the particular service. Furthermore, a client application based on the disclosure of Perkowski cannot be customized for the user based upon the particular identification information which has been received from the service provider and sent to the first server from the client's computer.

As Perkowski is directed to an invention entirely distinct from the invention of the present application, and as Perkowski does not disclose the aforementioned limitations of independent claim 1, Applicants submit that claim 1 is distinguishable from Perkowski. The reference to Dedrick has not been, and indeed cannot be, relied upon to cure the aforementioned deficiencies of Perkowski. Therefore, Applicants submit that claim 1 is distinguishable from the combination of Perkowski and Dedrick.

As independent claims 10 and 26 recite features similar to those previously discussed with regard to independent claim 1, Applicant hereby submit that independent claims 10 and 26 are likewise distinguishable from Perkowski in view of Dedrick. As claims 2-9, 11-25, and 27-31 are variously dependent upon claims 1, 10, and 26, it is further submitted that these claims are likewise distinguishable from Perkowski in view of Dedrick.

Accordingly, Applicants submit that claims 1-31 are patentable over Perkowski in view of Dedrick and respectfully request that the rejection of claims 1-31 under §103(a) be withdrawn.

CONCLUSION

All objections and rejections raised in the Office Action having been addressed, it is respectfully submitted that the present application is in condition for allowance. Notice of same is earnestly solicited.

Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact John R. Sanders (Reg. No. 60,166) at the telephone number of the undersigned below, to conduct an interview in an effort to expedite prosecution in connection with the present application.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 02-2448 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17; particularly, extension of time fees.

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Respectfully submitted,

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